



UB-I

Your AI Agent for
Location Performance

JOBS-TO-BE-DONE GUIDE



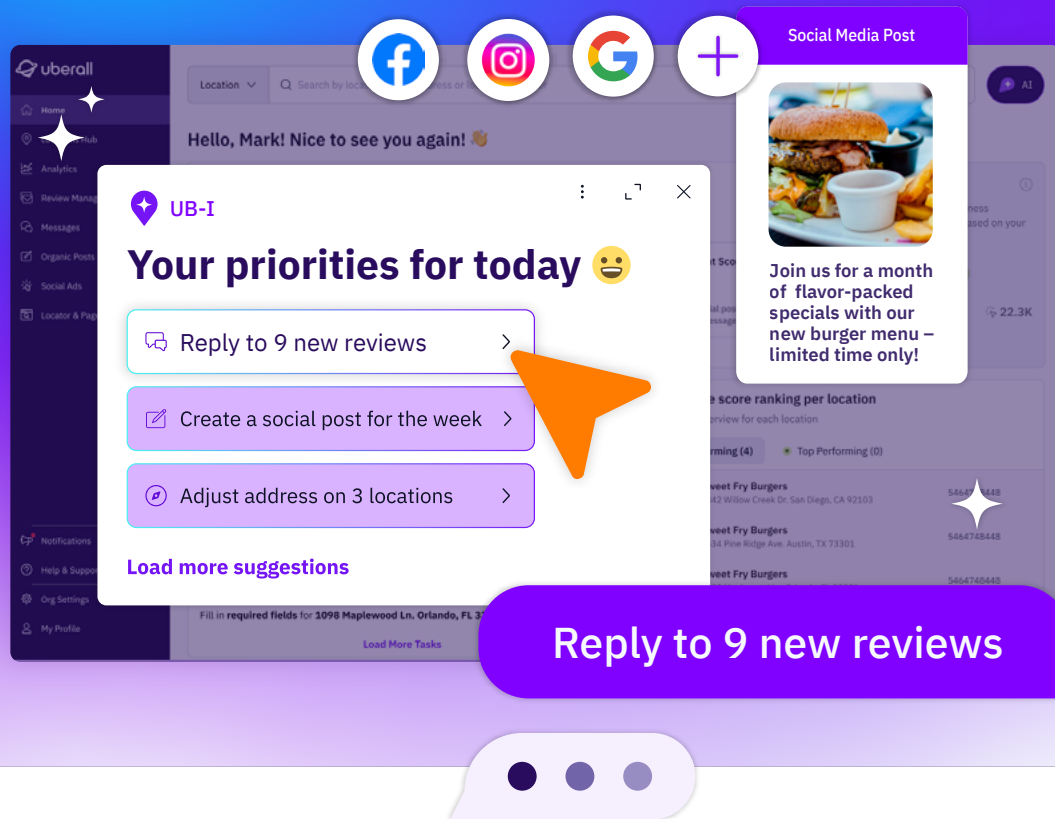
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Introduction

Using a new AI tool can feel overwhelming – and we get that. You might not know where to start or what to ask. That’s exactly why we created this Jobs-To-Be-Done (JTBD) guide. Rather than offering a generic overview or a feature checklist, this document is designed to meet you where you are – addressing the real questions you’re likely to encounter as you begin working with UB-I. Think of it as your shortcut to getting up and running quickly – and most importantly, seeing impact from day one.

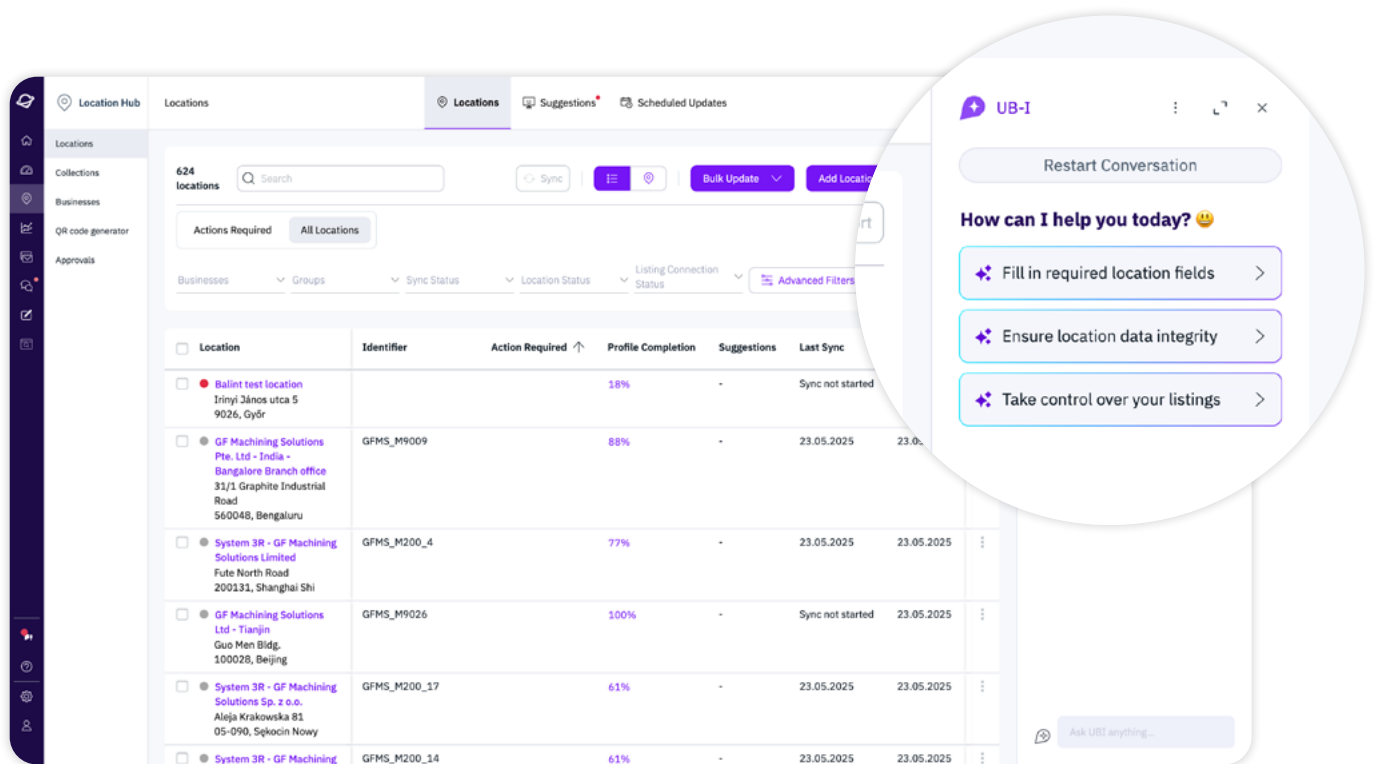
Note: This guide is part of Release 1. Future releases will expand on these use cases and enhance UB-I’s functionality.



1. Drive Real Growth by Focusing on High-Impact Tasks

With limited time and resources, it can be hard for local businesses to know which marketing actions will make the biggest difference in visibility, reputation, and engagement. UB-I highlights the most valuable, [Location Performance Score \(LPS\)](#)-boosting tasks – like replying to negative reviews or fixing broken listings – right when they matter most.

UB-I looks at your tasks and gives you a clear, prioritized list based on urgency and importance, all while staying relevant to what you're currently doing on the platform. That means you don't have to jump between different areas. Instead, it suggests high-priority actions that match the product or page you're already working in.



How to do this in the product interface:

1. Login to the [Uberall Platform](#)
2. From any page in the platform, locate the UB-I icon in the upper-right corner
3. Focus on the top tasks highlighted by UB-I under “Your priorities for today.”

Why it matters

When time and resources are limited, it's easy for local businesses to get caught up in low-impact work or overlook key opportunities. By surfacing only the most critical, high-impact actions – right when and where they're needed – UB-I helps businesses focus their efforts where they'll make the biggest difference. This ensures that every minute spent in the platform translates into real growth in visibility, reputation, and customer engagement.

2. Improve Search Visibility by Fixing your Listings

UB-I understands your business context and helps you spot and fix issues in your location listings that could reduce your visibility on Google, Apple Maps, Bing, ChatGPT, Perplexity, and other AI-driven search platforms.

What Can Go Wrong with Listings:

Local business listings can suffer from a variety of issues that reduce their effectiveness in both traditional and AI-powered search results:

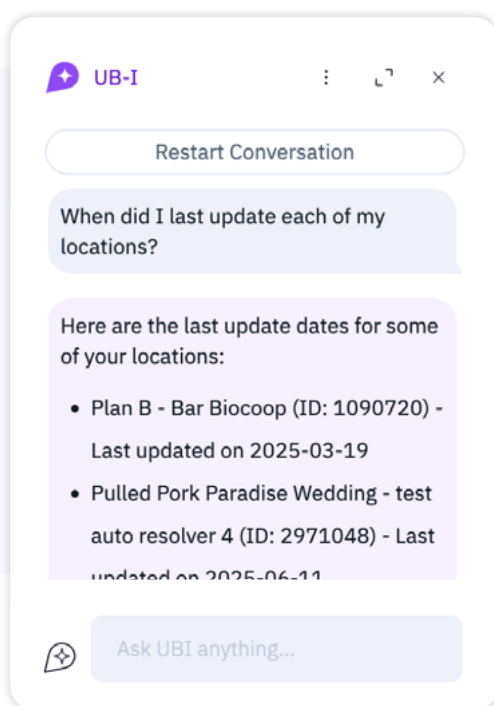
- ✕ **Outdated Information:** Hours of operation, phone numbers, or addresses that are no longer accurate.
- ✕ **Incomplete Listings:** Missing business categories, descriptions, services, or photos that impact ranking and discovery.
- ✕ **Inconsistent Data:** Mismatched information across different platforms (e.g., Google vs. Yelp) reduces trust signals to search engines.
- ✕ **Lack of Rich Content:** Listings without attributes (e.g., amenities, payment options), photos, or reviews are less engaging and often deprioritized by AI-based models.
- ✕ **Unoptimized Metadata:** Poor categorization or missing keywords make it harder for both humans and AI to surface your business for relevant queries.
- ✕ **Holiday or Event Mismatches:** Failure to update special hours can lead to customer dissatisfaction and reduced trust.



How to do this in the product interface:

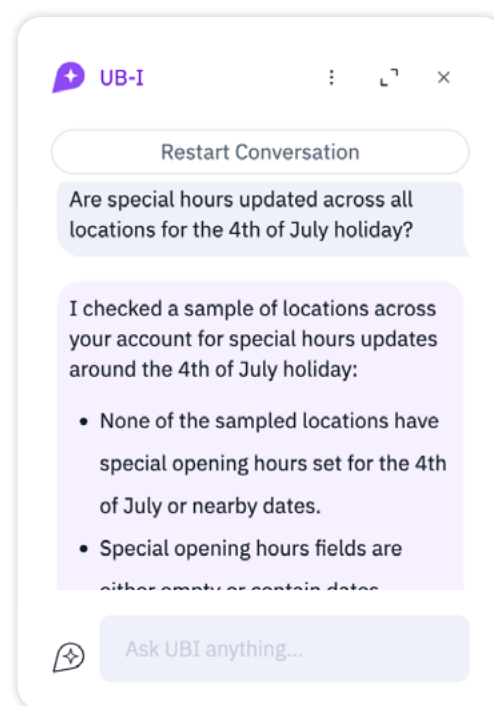
1. Login to the [Uberall Platform](#)
2. From any page in the platform, locate the UB-I icon in the upper-right corner
3. Enter your prompt on the UB-I search below and follow the instructions

Sample Prompts – Things You Can Ask UB-I



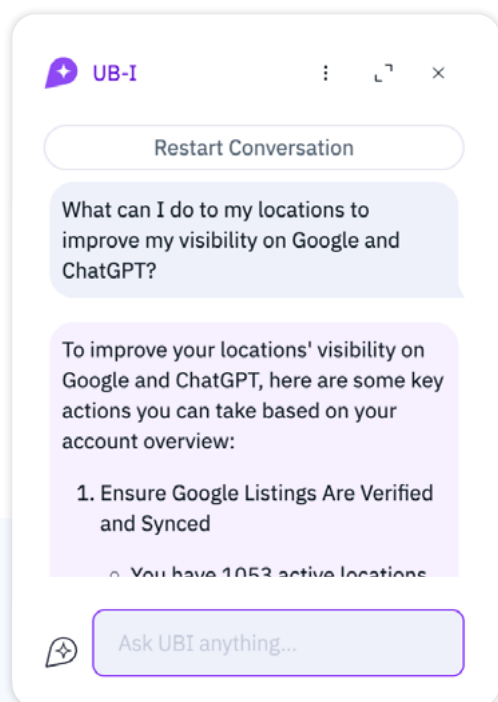
“When did I last update each of my locations?”

UB-I shows a breakdown of update timestamps by location, helping you spot stale entries and fix them.



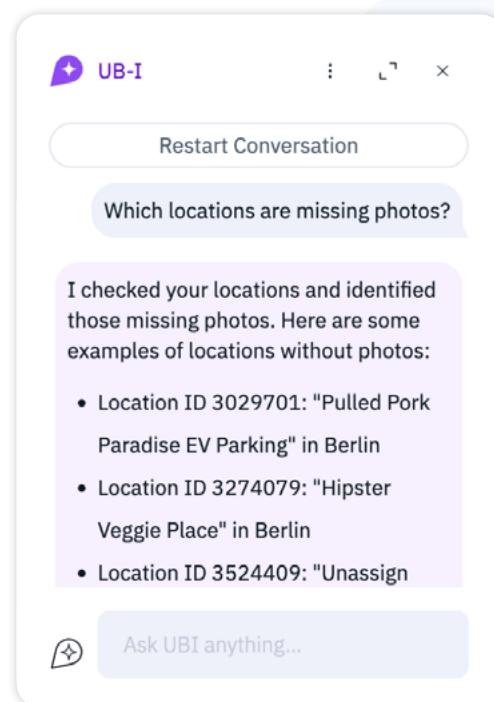
“Are special hours updated across all locations for the 4th of July holiday?”

UB-I checks for missing or outdated seasonal hours and suggests updates.



“What can I do to my locations to improve my visibility on Google and ChatGPT?”

UB-I surfaces incomplete listings and suggests adding missing data such as descriptions, categories, or attributes to specific locations.



“Which locations are missing photos?”

UB-I pinpoints low-performing listings and offers clear next steps.

Why it matters

New AI search systems like Google’s SGE or ChatGPT’s browsing rely on trustworthy, complete, and semantically rich location data to recommend businesses. Inconsistent or thin listings are less likely to appear in local results. UB-I helps with the detection of these issues – so your business is always visible, up-to-date, and optimized.

3. “How Do I Do This?” – Get Answers Instantly

We’ve all been there – You’re on the platform, trying to update hours, publish a new location, or sync data in the platform, only to get stuck and wonder what to do next. Do you really need to open a support ticket? Where was that help article again? Why isn’t there just a simple answer?

UB-I gives you instant, in-the-moment support right inside the Uberall Platform. Whether you’re using a new feature or just need a quick reminder on where to click, UB-I gives you a precise, step-by-step answer – without needing to leave the screen, dig into docs, or wait for help.



How to do this in the product interface:

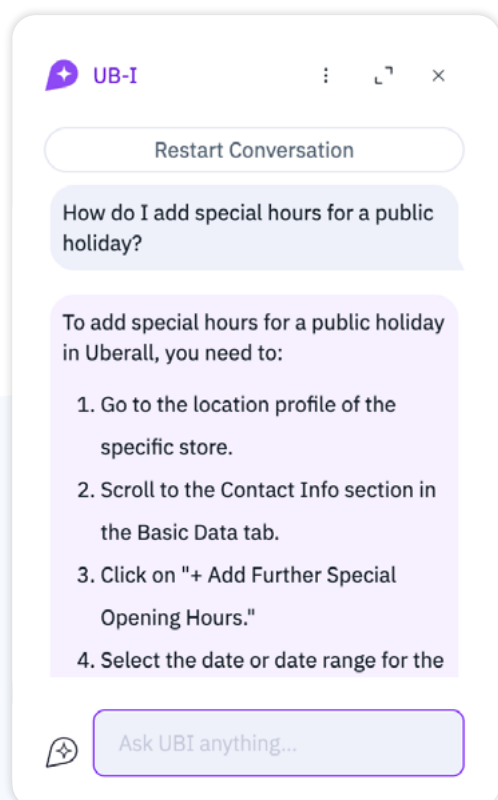
1. Login to the Uberall Platform
2. From any page in the platform, locate the UB-I icon in the upper-right corner
3. Type your question into the UB-I search
4. Follow the on-screen guidance or links provided instantly

Note: UB-I is trained to understand and guide you on the entire Uberall platform, but in this first release, it can only access your Listings and Location Data Management (LDM) data. That means it can give direct answers based on your business data for Listings and LDM, like numbers, statuses, or insights. For other products – like Reviews, Social, or Analytics – it will guide you with clear steps to find the answer for now.

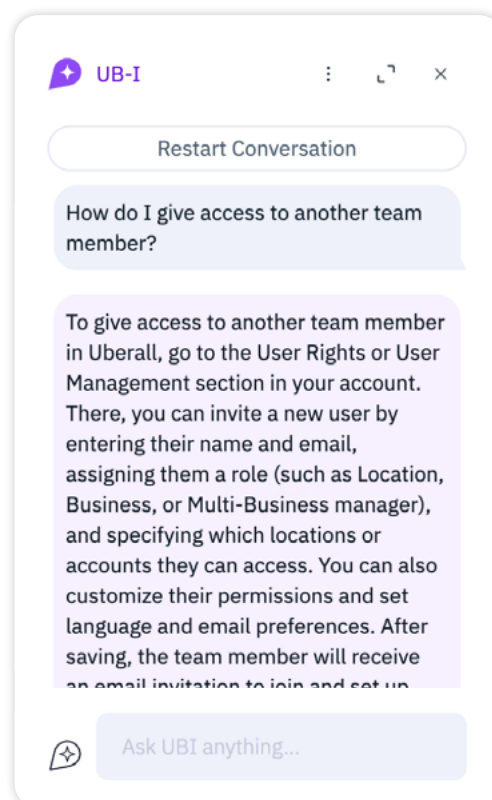
Why it matters

UB-I boosts instant productivity by meeting you in the flow of work – no more switching tabs or digging through help centers. It reduces support overhead by handling routine queries, helps new users onboard faster with confident self-serve guidance from day one, and continuously improves by expanding its knowledge from Listings to Reviews, Social, and beyond.

Sample Prompts – Things You Can Ask UB-I



“How do I add special hours for a public holiday?”



“How do I give access to another team member?”

Similarly you can ask:

- “How do I bulk update hours across all my locations?”
- “Where can I see sync status for each listing?”
- “Can I unpublish a location temporarily?”
- “Where do I upload photos for a specific location?”
- “What do the listing status icons mean?”

4. Get General Location Marketing and SEO Guidance

UB-I isn't just about fixing – it's also your go-to source for marketing advice. Whether you're optimizing for local search, fine-tuning your business descriptions, or deciding where to focus your content efforts, UB-I can offer helpful, actionable guidance. Just ask a question, and UB-I will respond instantly with SEO and marketing insights tailored to local businesses.



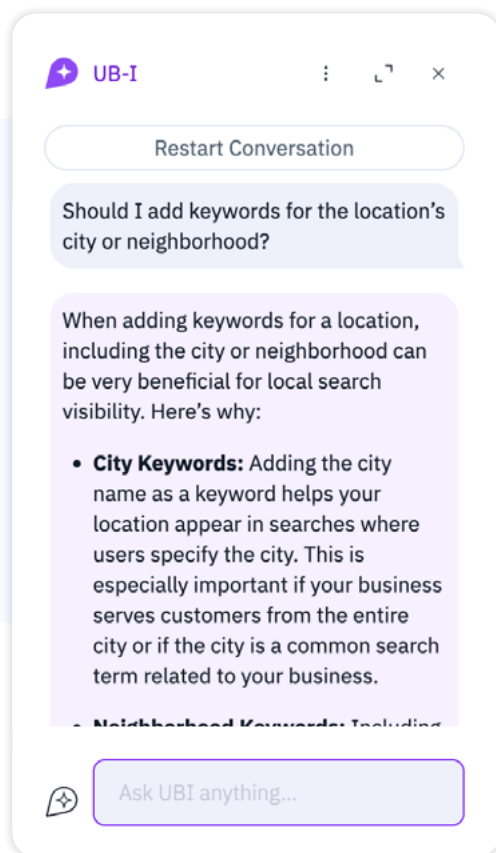
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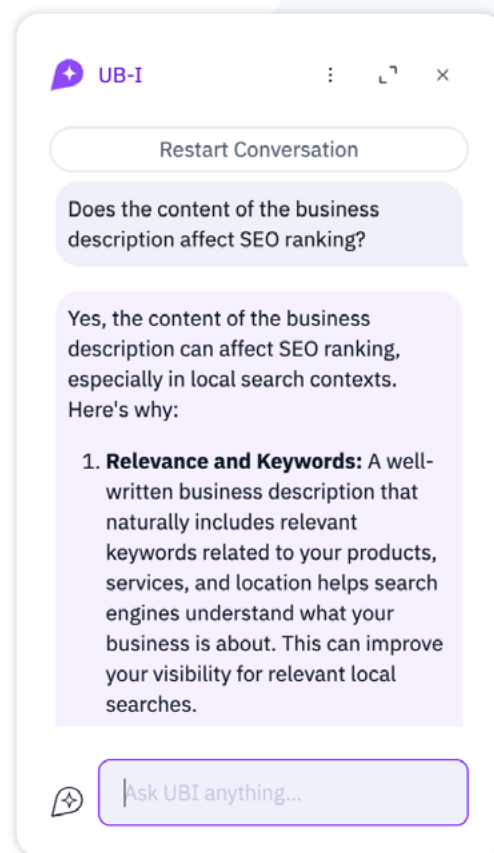
Good SEO and location marketing drive real-world results – more visibility, more traffic, and ultimately more customers. But it's not always easy to know what works, especially with changing algorithms and new AI-powered search platforms. UB-I gives you quick, trustworthy advice so you can make informed decisions without having to sift through countless articles or guess what's best for your business.

Sample Prompts – Things You Can Ask UB-I



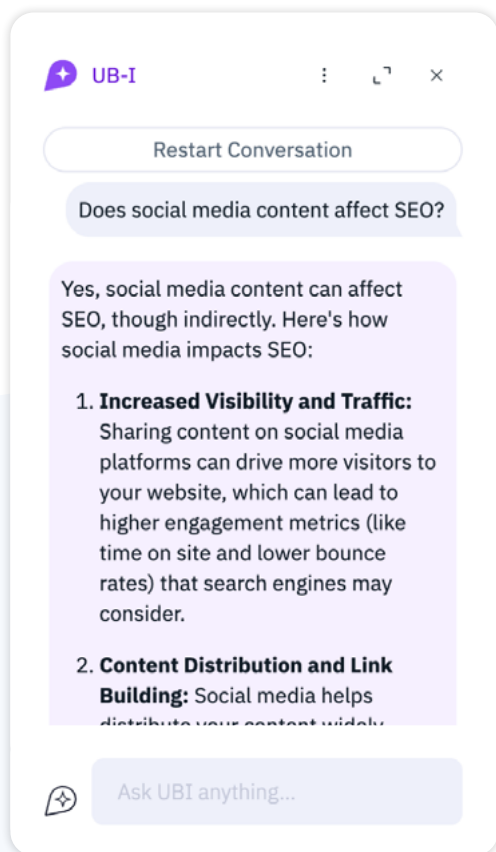
“Should I add keywords for the location’s city or neighborhood?”

UB-I explains that including city or neighborhood names in your keywords is a smart way to improve local search relevance. It helps your locations appear when people search for businesses in that specific area – especially in unbranded, near-me searches.



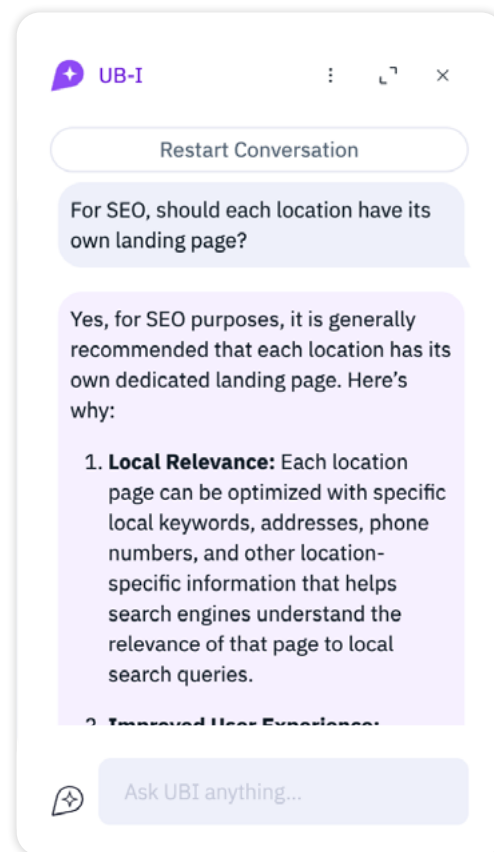
“Does the content of the business description affect SEO ranking?”

UB-I provides guidance on how business descriptions can influence SEO indirectly. While they may not be a direct ranking factor, well-written descriptions that include relevant keywords and clearly explain your services help improve relevance, user experience, and conversions – which all contribute to stronger performance.



“Does social media content affect SEO?”

UB-I explains that while social media signals aren't direct SEO ranking factors, active and engaging social content can boost your visibility and brand authority. It can also increase the chances of your content being linked or shared, which supports overall SEO health.



“For SEO, should each location have its own landing page?”

UB-I confirms that creating unique landing pages for each location is a best practice. It helps search engines index your locations individually, improves local keyword targeting, and enhances the user experience by giving customers the most relevant and accurate information.

Know Your AI Agent Better

How is UB-I Different from Other LLMs like ChatGPT?

UB-I isn't just another AI assistant – it's purpose-built for local business success. Unlike general LLMs like ChatGPT, UB-I is integrated into the Uberall Platform, understands your business context, and provides real-time, personalized guidance based on your actual Listings and LDM data. Built around Uberall's Location Performance Optimization (LPO) framework, it helps you take high-impact actions that drive visibility, reputation, engagement – and ultimately, revenue.

Feature	UB-I	General LLMs like ChatGPT
Business Context Awareness	Built into the Uberall Platform, understands your business data	No access to your specific business data
In-Platform Guidance	Integrated directly within the Uberall interface, supports actions in real time	Not embedded in your platform or workflow
Access to Business Data	Reads your Listings and LDM data to give personalized answers	Cannot access your business or platform data
LPO-Trained	Tailored to Uberall's Location Performance Optimization framework	General-purpose training, not LPO-specific
Actionable Task Recommendations	Suggests tasks based on importance, urgency, and current context	Provides advice but lacks workflow awareness
Impact Orientation	Focused on driving real business outcomes like revenue and visibility	Provides general answers without business KPIs

UB-I Best Practices:

Ask Smarter, Get Better Results

UB-I is designed to respond quickly and accurately to your needs – but like any assistant, the quality of its help depends on how you ask. These tips will help you get the most out of your experience and unlock UB-I’s full potential.

- ✓ **Be Specific with Your Questions**
Instead of “What’s wrong with my listings?”, try “Do any of my New York listings have missing business hours?”
- ✓ **Include Key Details**
Mention relevant information like location names, dates, or task types. This helps UB-I narrow down its guidance. Examples:
“Show me review response tasks for my London locations this week.”
“What listings were updated in April?”
- ✓ **Focus on One Topic at a Time**
UB-I works best when your questions are clear and focused. If you have multiple unrelated questions, ask them one by one.
- ✓ **Use Everyday Language**
You don’t need technical terms – UB-I is trained to understand natural, conversational language. Just speak like you would to a teammate.
- ✓ **Ask for Clarification or Next Steps**
If you’re not sure what something means or what to do next, just ask UB-I to explain or guide you through the steps.
- ✓ **Refer to What You're Working On**
If you’re in a specific section of the platform (like Listings or LDM), keep your questions related – UB-I understands context and will tailor its answers accordingly.

For more details, read the [UB-I Frequently asked questions](#).



Thank You.

We're excited to be part of your journey with UB-I and hope this guide helps you get started with confidence. If you have any questions, feel free to reach out to your Uberall Customer Success Manager.

If you're enjoying UB-I or have suggestions for improvement, we'd love to hear from you. Please take a moment to [share your feedback](#).

Thank you for choosing Uberall as your location marketing partner. We're proud to support your growth every step of the way.

